The Jewelry Industry in 1963

—A—

ADVERTISING

See "Manufacturers' News" in each of the 12 issues for advertising techniques used and campaigns conducted by individual firms in 1963.

Co-op & Tie-in

Co-Op Ads Vital Says NRMA Convention. Feb:149
Giving the Axe to Overhead Costs. May:64
FTC Rules on Cooperative Advertising. Jun:80
No Co-Op Ads for Independents, Says FTC. Jun:95
Catering to the Campus. Sep:110
House Committee Says Co-Op Ads Are Okay for Retailers. Oct:136

Direct Mail

Direct Mail Return. Jul:71

Laws & Regulations

Whose Price Tags? Yours . . . or the Manufacturer's? Jun:40
New FTC Rules May Doom Manufacturers' Pre-Ticketing. Jun:84

Newspaper & Magazine

JIC to Use Seventeen in Spring Promotion. Jan:118
Magazine Number Contests. Mar:46
Ad Budget Up for Amity Leather Products. Mar:148B
Cut-Out Ads' Success Stressed by Helbros. Mar:148D
Department Store Traffic for a Quality Jeweler. May:61
Giving the Axe to Overhead Costs. May:64
Newspapers by a Wide Margin. Jul:69
Advertising @ $5 Per Inch (Letters). Aug:98
Ad Campaign to Spur Keepsake Sales. Aug:198
Cartier Emphasizes Newspapers in Ad Budget. Aug:198
Hawaiian Jewelers Advertise with Stuffed Animals and Gems. Sep:190
Magazine Ad Volume Climbs in First Half. Oct:163

Radio & TV

Speidel Sponsors Paar Show. Feb:149
The Jeweler on TV. Jul:69
The Wide Reach of Radio. Jul:70
Ad Campaign to Spur Keepsake Sales. Aug:198
Catering to the Campus. Sep:110
Pro Football is Theme of Hamilton TV Effort. Sep:196
Mr. TV's Selling Art. Nov:76
Jewelers Stocking More Sell More. Dec:68

Other Media

How To Use Yellow Pages Ads. Sep:96

by Suppliers & Associations

Whose Price Tags? Yours . . . or the Manufacturer's? Jun:40
New FTC Rules May Doom Manufacturers' Pre-Ticketing. Jun:84

Other

A Salesman Speaks Out (Letters). Jan:39
Schick, Inc. Increases Advertising Outlay. Apr:148
Why Jewelers Advertise and Where. Jul:48
Ad Budgets Hit Peak in Spring and Fall. Aug:144
The "Why" of Year-Round Advertising. Aug:169
How To Use Yellow Pages Ads. Sep:96

ANNIVERSARIES

Schiffman's Reaches Three Score and Ten. Dec:95

ASSOCIATIONS

American Gem Society

Windows That Tell the Quality Jewelry Store. Jan:54
The American Gem Society and the Quality Image. Apr:101
Report on AGS Conclave. May:-122
AGS "Master Stones" Ruling Defeated. Aug:208
1964 AGS Conclave Scheduled in New York. Sep:186

American Watchmakers Institute

AWI Issues Course Guide to Watchmakers Training. Feb:-136
Washington New Site for AWI Congress. Mar:129
AWI Directors Name New Executive Head; Drop Micro Congress in Surprise Move. Jun:-86
Micro Congress Cancelled. Jul:-88B
New York Horological Society Becomes AWI Affiliate. Aug:-190
AWI Reports on Seminar. Sep:-162
AWI's Second Seminar. Oct:130
New AWI President Speaks of Trade Links. Dec:83

Gemological Institute of America

GIA Offers Resident Gem, Jewelry Courses. Feb:133
Research Problems Discussed by GIA. Jul:93
GIA Supports JVC. Aug:190
New GIA Charts Show Diamond Price Rise. Nov:141

Jewelers Board of Trade

F. Remington Ballou Named JBT Director. Jan:112
162nd Red Book Distributed in March. Mar:126
JBT Reports Increased Activity in '62. Mar:146
Del Sesto Elected President of JBT. Apr:157
Machine Chain Makers Use New JBT Service. Aug:233
JBT's 164th Red Book in Distribution. Oct:152

Jewelers Vigilance Committee

GIA Supports JVC. Aug:190
Busy JVC Needs More Money. Sep:183
JVC Needs Help to Continue Services. Oct:133
Jewelers Stocking More Sell More. Dec:68
Lack of Funds Hampers JVC. Dec:76

Jewelry Industry Council

JIC to Use Seventeen in Spring Promotion. Jan:118
Exciting New Fashions in Spring Jewelry. Feb:72
Sarett Recounts JIC Holiday Promotion, Sees Expanded Efforts in '63. Feb:143
JIC Appoints Gershey to Executive Committee. Apr:153
How the Jewelry Industry Council Works for You. Directory:-40
JIC Chart Shows Clues to Future Jewelry Sales. Sep:194
JIC Spurs Holiday Sales with Record Promotions. Oct:132
Anniversaries Are Year-Round Sales Starters. Dec:61
JIC's Super-Saleswomen. Dec:84

Jewelry Industry Tax Committee

JITC Moves for Excise Tax Repeal. Jan:100
JITC Drives to Repeal Retail Excise Tax. Mar:128
Round 1 in Excise Tax Repeal Campaign. Apr:164
Round 2 in Excise Tax Repeal Drive. May:114
JITC Reports "Positive Gains" in Excise Tax Repeal Fight. Sep:184
A Letter to President Kennedy: End the Tax, Create More Jobs (Editorial). Sep:232
JITC To Testify. Nov:121
"Nobody Has Spoken to Me About the Jewelry Tax" (Editorial). Nov:168
JITC Directors Meet, Map Senate Strategy. Dec:81

Manufacturing Jewelers & Silversmiths of America, Inc.

MJ&SA Decides to Back Quality Stabilization. Feb:149
MJ&SA Plans for Hanover Fair. Mar:130
All Are Invited to MJ&SA Exposition. Mar:148B
MJ&SA Ranks Swelled by New Members. Apr:153
MJ&SA Approves Membership Requests. May:118
Selling Theme Keynotes MJ&SA Show. Jun:92
American Jewelry Makers Learn and Sell at Hanover Fair. Jul:93
MJ&SA Banquet Honors 16 Industry Graduates. Aug:227
MJ&SA Prompts Employment Study by U. S. Department of Labor. Nov:153
MJ&SA Division Will Boost '64 Sales. Dec:92

Retail Jewelers of America, Inc.

Kansas and Hawaii State Associations Join RJA. Feb:122
'64 RJA Show Will Be at New York Hilton. Feb:128
RJA Names Directors. Mar:129
RJA Okays Budget for Texas Fair Promotion. Apr:153
Exhibit Space Expanded for '63 RJA Show. Jun:91
Jewelers Set for Gala '63 RJA Show. Jul:90
Christmas Preview at the Waldorf. Aug:122
Report on the RJA Show. Sep:-166
Busy Show; RJA Elects New Leader. Sep:178
Jack Barker Joins RJA. Oct:130
RJA's New Membership Drive. Nov:121
Barker Helps RJA Work with State Affiliates. Nov:132
Management Course Begins. Dec:78

Watchmakers of Switzerland

Watchmakers Hail Bay Area Promotion. Jan:112
Tschudin Reports on Watch Imports. Mar:134
Watchmakers of Switzerland Produce "Guide to Watch Quality." Mar:148A
Watchmaker Promotions. Jul:-106
Swiss World's Fair Display. Sep:184
Your Power in Today's Watch Market. Oct:74
Watchmakers Revamp; Savary Takes Charge. Nov:143

National (Other)

Directory of Trade Associations. Jan:98
WMDAA Directors Meet. Jan:-121
Japanese Honor Cultured Pearl Association of America. Feb:-131
Costume Jewelry Board Presents Awards. Feb:138
JSA Hears Speakers From Police and FBI. Feb:140
Sterling Silversmiths Hear Ramsey, Travis. Feb:142
Sterling Silversmiths Plan "Girl Graduate Promotion." Mar:-141
WMDAA Directors Honor Edward Kurtz. Mar:144
UJS Bureau Expands Credit Services. Mar:148A
20 Finalists Vie for Brand Name Honors. Mar:148C
JMA Elects Officers at Annual Meeting. Mar:149

The Jewelry Industry in 1963

—A—

ADVERTISING

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Round 1 in Excise Tax Repeal Campaign. Apr:164
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JITC Reports "Positive Gains" in Excise Tax Repeal Fight. Sep:184
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MJ&SA Ranks Swelled by New Members. Apr:153
MJ&SA Approves Membership Requests. May:118
Selling Theme Keynotes MJ&SA Show. Jun:92
American Jewelry Makers Learn and Sell at Hanover Fair. Jul:93
MJ&SA Banquet Honors 16 Industry Graduates. Aug:227
MJ&SA Prompts Employment Study by U. S. Department of Labor. Nov:153
MJ&SA Division Will Boost '64 Sales. Dec:92

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Kansas and Hawaii State Associations Join RJA. Feb:122
'64 RJA Show Will Be at New York Hilton. Feb:128
RJA Names Directors. Mar:129
RJA Okays Budget for Texas Fair Promotion. Apr:153
Exhibit Space Expanded for '63 RJA Show. Jun:91
Jewelers Set for Gala '63 RJA Show. Jul:90
Christmas Preview at the Waldorf. Aug:122
Report on the RJA Show. Sep:-166
Busy Show; RJA Elects New Leader. Sep:178
Jack Barker Joins RJA. Oct:130
RJA's New Membership Drive. Nov:121
Barker Helps RJA Work with State Affiliates. Nov:132
Management Course Begins. Dec:78

Watchmakers of Switzerland

Watchmakers Hail Bay Area Promotion. Jan:112
Tschudin Reports on Watch Imports. Mar:134
Watchmakers of Switzerland Produce "Guide to Watch Quality." Mar:148A
Watchmaker Promotions. Jul:-106
Swiss World's Fair Display. Sep:184
Your Power in Today's Watch Market. Oct:74
Watchmakers Revamp; Savary Takes Charge. Nov:143

National (Other)

Directory of Trade Associations. Jan:98
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Costume Jewelry Board Presents Awards. Feb:138
JSA Hears Speakers From Police and FBI. Feb:140
Sterling Silversmiths Hear Ramsey, Travis. Feb:142
Sterling Silversmiths Plan "Girl Graduate Promotion." Mar:-141
WMDAA Directors Honor Edward Kurtz. Mar:144
UJS Bureau Expands Credit Services. Mar:148A
20 Finalists Vie for Brand Name Honors. Mar:148C
JMA Elects Officers at Annual Meeting. Mar:149

TIPS ON IMPROVING STORE APPEARANCE

Leach to Head Gold Filled Association. Apr:162
Schneider Heads Industry Diamond Group. Apr:165
Heitlinger Reelected President of National Association of Costume Jewelers. Jun:87
Stone Dealers Reelect Letzler and Dreher. Jun:99
The Industry's Leaders — Who They Are and What They Do. Directory:34
Better Business Bureaus Support "Guide Concept." Jul:90
NWJA Plans Improved Service. Jul:91
Watch Anti-Smuggling Bills Offered. Jul:97
WMDAA Endorses Quality Bill. Jul:99
Business Prospects: Fall and Christmas (Editorial). Jul:136
New Ways To Clip Crooks. Aug:114
Senate Hearings Sp[illegible] Bill. Aug:190
Diamond Council Ele[illegible] Fink. Sep:186
Jewelers Sales Group Elects Harry Auerbach. Oct:152
Waltham's Krause Heads Premium Sales Group. Nov:128
WMDAA Meet Coincides with World's Fair. Nov:132
Jewelry Makers Pool World's Fair Efforts. Nov:140
New Name for Pen and Pencil Association. Dec:78
Sterling Silversmiths Awards. Dec:94

Regional

Directory of Trade Associations. Jan:98
The Industry's Leaders — Who They Are and What They Do. Directory:34
Watch Out for Those Rockhounds. Sep:104
Southern Jewelry Show Attracts 2000. Sep:197
Southern Jewelers Plan 1964 Show. Nov:143

State & Local

Directory of Trade Associations. Jan:98
Boston Jewelers Plan Banquet. Jan:104
Golden Circle Honors Eight Past Presidents. Jan:106
24 Karat Club Holds Annual Banquet. Feb:142
Chicago Jewelers Hold Banquet. Feb:144
Boston Jewelers Club Celebrates Diamond Anniversary. Mar:-130
Connecticut Jewelers Gird for Legislative Battles. May:114
The Industry's Leaders — Who They Are and What They Do. Directory:34
Louisiana Jewelers Discuss Discounters. Aug:231
Watch Out for Those Rockhounds. Sep:104
Florida Convention Planners at Work. Sep:203
Connecticut Jewelers Throng Panel Talks. Nov:133
Pacific Show Joins '63 Record-Breakers. Nov:139
Three Million View Efforts at Texas State Fair. Dec:82
Consolidated Jewelers Mark 7th Year. Dec:82
Greater Chicago Jewelers Meet. Dec:83
Golden Roosters Meet. Dec:87

State & Local Elections

24K Club of New York Elects Officers. Jan:116
Jewelers Guild Elects. Apr:161
Providence Jewelers Elect. Apr:-163
Virginia, Minnesota Groups Elect Officers. Jul:101
Texas Watchmakers Elect. Aug:-233
New Mexico Jewelers Elect Butterfield. Sept:193
Montana Jewelers Elect O'Neil. Oct:147
Dallas Show Termed Most Successful. Oct:148
Wisconsin Jewelers Elect. Oct:-151
Woman is New York's Chief Watchmaker. Nov:133
Elections Held at Missouri Convention. Nov:141
DeYoung Reelected by Boston Jewelers. Dec:83
Massachusetts Jewelers Meet. Dec:89

—B—

BOOK REVIEWS

[illegible] Jeweler's Bookshelf. Directory:28
The Self-Made Gemologist: Starting a Gemological Bookshelf. Oct:88
"Gems: Their Sources, Descriptions and Identification." Nov:108
"The Book of Agates." Dec:67

BRIDES

Consultants

To Help Brides Select Their China, Crystal, Silver. Jan:50
These Tools Can Boost Your Dinnerware Sales. Jan:90
Receiving Senior Girls at the Store. Feb:106

Gifts

JC-K Retail Jewelers Panel Reports on China and Crystal for '63. Jan:46
These Tools Can Boost Your Dinnerware Sales. Jan:90
Display Bridal Services Every Month. Aug:128
Outside Salesmen That Specialize. Aug:174
Report on the RJA Show. Sept:-166

Rooms

The AGS Look in Newly Designed Silverware and Chinaware Departments. Apr:120

BUILDING & DESIGN

Design

JC-K Store Design Spotlight. Jan:114; Feb:140; May:127; Jul:105; Aug:221; Sept:180; Nov:130; Dec:85
The AGS Look in Jewelry Store Exteriors. Apr:104
Department Store Traffic for a Quality Jeweler. May:61
Imaginative Store Design at Neiman-Marcus. Jul:50
Put Your Spare Space To Work. Jul:60
Colors to Use in Remodeling; Fixtures to Use in Long Narrow Store. Aug:148
Design Ideas for Shopping Center Store. Oct:116
Color in the Corridor. Nov:90
Creating a Distinctive Look. Dec:42

Equipment

The AGS Look in Jewelry Store Interiors. Apr:112
Modern Professionalism in the Diamond Room and in the Design Salon. Apr:124
Modern Concepts in a Colonial Setting. May:127
New Ways to Clip Crooks. Aug:114
Center Cases; Arranging Diamond Corner. Aug:148
Window Display. Nov:90

Lighting

The AGS Look in Newly Designed Silverware and Chinaware Departments. Apr:120
Effective Use of Lighting. Jul:-60
Luminous Ceiling Materials. Aug:148
Lighting on a Human Level. Sept:92

Modernization

The American Gem Society and the Quality Image. Apr:101
Clare Richter Opens Plush New York Store. May:123
Long, Narrow and Attractive Store Design. Jun:44
Treating a High Ceiling. Nov:90

BUSINESS FORECASTS

JC-K Retail Jewelers Panel Reports on China and Crystal for '63. Jan:46
D'Elia Forecasts 1963 Pearl Prices. Feb:131
Schick Predicts High Shaver Sales in 1963. Feb:133
Handy & Harman Reports Silver Prices Will Increase. Feb:-145
JC-K Retail Jewelers Panel Predicts 1963 Business Expectations. Mar:68
Timex Sales Soared. Mar:151
Jewelry Excise Revenue for Fiscal 1964 Estimated. Apr:-142
Silver Could Reach $1.50 Per Ounce. May:112
Heitlinger Predicts Sales Upturn This Fall. Jun:87
Jewelry Industry Sits for a Portrait. Directory:22
Married Couples Swell Ranks of Diamond Jewelry Buyers. Jul:-40
Discounters Say '63 Sales Will Increase. Jul:104
Business Prospects: Fall and Christmas (Editorial). Jul:136
Forecast for Christmas Selling: Rosy. Aug:110
Christmas Preview at the Waldorf. Aug:122
Record Year Forecast for Transistor Radios. Aug:195
Futures Quotes Push Silver to $1.29; Handy & Harman Predicts Stable Market. Aug:232
There's A Rosy Hue in the Crystal Ball (Editorial). Aug:-266
JC-K Retail Jewelers Panel Speaks Out on Quality Stabilization. Sept:86
Report on the RJA Show. Sept:-166
RJA Elects New Leader at Busy Show. Sept:178
JIC Chart Shows Clues to Future Jewelry Sales. Sept:194
The Next 80 Days (Editorial). Oct:180
The 24 Days Before Christmas (Editorial). Dec:120

Foreign

Three English Silversmiths Merge. Jan:100
Four Swiss Watch Firms Merge. Feb:128
The Antwerp Diamond Mart. Mar:90
Soviet Watches Second in World Production. Apr:153
Where Jewelry Making Booms in Italy. May:74
Sales of Rough Diamonds. May:-112
American Jewelry Makers Learn and Sell at Hanover Fair. Jul:93
Aussie Cultured Pearls Grow Larger, Faster. Jul:98
Ellis Silver Co. and Barker Bros. Silver Reorganize. Aug:190
What's Happening in the Diamond Market? Aug:196
Israel's Cut Diamond Exports to Reach $100 Million. Sept:164
Moscow's "Beryozka" Jewelry Store. Oct:90

Statistics

See "State of the Jewelry Business" for:
Imports of Watch Movements, Diamonds, Cultured Pearls and Imitation Stones;
Excise Taxes Collected;
Marriages and Births;
Business Failures;
Wholesale Jewelers' Sales;
Department Store Sales of Fine Jewelry and Watches, Silverware and Clocks, and Costume Jewelry;
Precious Metal Prices;
(Monthly and/or quarterly figures and cumulative totals shown, with percentages of change.) Jan:120; Feb:146; Mar:134; Apr:156; May:124; Jun:88; Jul:102; Aug:220; Sept:188; Oct:146; Nov:126; Dec:86
How Companies Are Doing. Jan:100; Feb:124; Mar:126; Apr:144; Jun:82; Jul:88B; Aug:192; Sept:164; Oct:130; Nov:121
Retail Jewelry Store Sales Reported for First Nine Months of 1962. Jan:100
The Jeweler In Transition. Mar:78
Retail Jewelry Store Sales in February Up 7 Per Cent. Jun:80
Federal Excise Tax Climbs as Retail Jewelry Sales Increase. Directory:32

United States

See "State of the Jewelry Business" in each of the 12 issues for monthly and cumulative total of business failures, marriages and births.
JC-K Retail Jewelers Panel Reports on China and Crystal for '63. Jan:46
U. S. Tariff Commission Reports on Stainless Steel Flatware. Jan:102
American Cyanamid Says 14 Million Use Melmac. Jan:110
Zale Wary of Leased Department Future. Jan:122
JC-K Retail Jewelers Panel Predicts 1963 Business Expectations. Mar:68
Report on Watch Imports. Mar:-134
Retail Jewelry Store Sales Reported. Apr:144
Virgin Islands Watch Production. Apr:146
Virgin Islands Jewelry Production. Apr:148
Department Store Traffic for a Quality Jeweler. May:61
Quality Stabilization Support is Growing. May:111
Tiffany Expansion Plan. May:-120
JC-K Retail Jewelers Panel Reports on Sales Volume. May:-125
JC-K Retail Jewelers Panel Reports April Sales Slightly Higher Than in '62. Jun:89
Watches Worth More Than Rum in Rapidly Growing Virgin Islands Industry. Jun:93
Arguments Presented For and Against Quality Stabilization. Jun:96
Tiffany's Second Branch Will Open in Houston. Jun:97
Jewelry Industry Sits for a Portrait. Directory:22
Married Cuples Swell Ranks of Diamond Jewelry Buyers. Jul:40

HOW JEWELERS SPEND THEIR ADVERTISING DOLLARS

Why Jewelers Advertise and Where. Jul:48
JC-K Retail Jewelers Panel Reports on May Sales. Jul:103
Manufacturers Jam NAHHIC Sales Show. Jul:104
Ad Budgets Hit Peak in Spring and Fall. Aug:144
What's Happening in the Diamond Market? Aug:196
Giant Zale Chain Still Growing. Aug:230
Shifting Patterns in Discounting (Editorial). Aug:266
Report on the RJA Show. Sept:-166
RJA Elects New Leader at Busy Show. Sept:178
JIC Chart Shows Clues to Future Jewelry Sales. Sept:194
Your Power in Today's Watch Market. Oct:74
Gift Shows Give Preview of Tableware Trends. Oct:121
Nine Jewelry Chains Pool Buying Power. Oct:134
U. S. Watch Sales Set Record in '62; Virgin Islands Increase Production. Oct:138
JC-K Retail Jewelers Panel Reports August Sales. Oct:143
Medco Marks Rapid Leased Unit Growth. Oct:153
The Next 80 Days (Editorial). Oct:180
How Jewelers See the Clock Market. Nov:64
JC-K Retail Jewelers Panel Reports September Sales. Nov:-130
Zale Sets Sales Record Again. Dec:78
Gordon Jewelry Corp. Growth. Dec:80
JC-K Retail Jewelers Panel Reports October Sales. Dec:87
Tool Room Workers Get Pay Hike. Dec:91
Watches, Silverware, Shavers and China: Sales and Earnings Up for Most Makers. Dec:94

—C—

CHAIN STORES

Zale Realigns Top Management Positions. Apr:150
Grandson of Founder Heads Helzberg Chain. May:116
How Outside Exhibits Promote Sales for Zale's. Jun:48
Zale Jewelry Co Reported All-Time High Sales. Jun:80
Jewel Box Stores Corp. Reports Earnings Up. Jun:82
Melart Jewelers Sponsors TV Broadcast on Gemstones. Jun:-87
Jewelry Industry Sits for a Portrait. Directory:22
Zale Jewelry Co. Elects Directors. Aug:190
Gordon Jewelry Corp. Reports Store Openings. Aug:192
Giant Zale Chain Still Growing. Aug:230
Zale Reports Another Record-Breaker. Sept:162
Savoie Heads Zale's Fine Jewelers Guild. Sept:210
Nine Jewelry Chains Pool Buying Power. Oct:134
Try Making Friends with the Man Behind the Dollar. Nov:-92
Kay Stores' Profits Rise in '63; Leased Department Future in Doubt. Nov:128
Aron Gordon Honored. Nov:139
Zale Sets Sales Record Again. Dec:78
Gordon Jewelry Corp. Growth. Dec:80
Adolph Kaufmann, Founder of Kay Chain, Dies. Dec:81
Jewel Box Announces '64 Expansion Plans. Dec:83

CHARMS

See "They're New" and "Manufacturers' News" in each of the 12 issues for new products and promotions.
Wells Mfg. Co. to Build New Plant. May:125
Forecast for Christmas Selling: Rosy. Aug:110

CHINA

See "Tabletop Fashions" in each of the 12 issues for new products.
JC-K Retail Jewelers Panel Reports on China and Crystal for '63. Jan:46
To Help Brides Select Their China, Crystal, Silver. Jan:50
These Tools Can Boost Your Dinnerware Sales. Jan:90
China Maker Compares Buyers. Jan:112
Receiving Senior Girls at the Store. Feb:106
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Modern and Traditional Blend in New Tableware. Mar:120
The AGS Look in Newly Designed Silverware and Chinaware Departments. Apr:120
Don't Miss Spring's Promotion Possibilities. Apr:138
Lenox Movie Has Tips for Giftware Selling. Jun:77
Smart Window Table Settings. Jul:56
Push Status Symbols in Dinnerware Selling. Jul:82
Stress Gifts for the Home. Aug:-184
Stress Fashion with Simple Dramatic Displays. Sept:155
Gift Shows Give Preview of Tableware Trends. Oct:121
Market Expert Urges Better Retail Services. Nov:117
Account Openers Useless Without Correct Display. Dec:74
Watches, Silverware, Shavers and China: Sales and Earnings Up for Most Makers. Dec:94

CLOCKS

See "They're New" and "Manufacturers' News" in each of the 12 issues for new products and promotions.

History

For a Jeweler's Bookshelf. Directory:28

Horology

A Transistorized Clock. Aug:254
Most Accurate, Regulated Type of Pendulum Clock. Aug:258
The Semca Transistorized Balance Clock. Sept:222
The Semca Transistorized Balance Clock, Part II. Oct:170
The Smiths Sectronic Clock. Nov:158
The Capacitor's Role in Timepieces. Dec:110

Repairs & Servicing

See "Workshop Questions and Answers" and "Collectors Corner" in each of the 12 issues.
Cleaning Old Clocks. Feb:168
Clock Springs. Mar:170
20,000th Copy of Clock Repair Book Printed. Jun:93
Account Openers Useless Without Correct Display. Dec:74

Selling

For a Jeweler's Bookshelf. Directory:28
How Jewelers See the Clock Market. Nov:64
Give A Break to Lesser Lines. Nov:84
Clocks on the Move. Dec:38

COSTUME JEWELRY

Costume Jewelry For Spring '63. Mar:74
Costume Jewelry Fashion Forecast. Jul:42
This Fall Stress Fashion in Jewelry Displays. Sept:100
Sales Problems: What to Say. Sept:114
Lowenstein Moves to Boost Stone Sales. Sept:202

CREDIT

A Salesman Speaks Out (Letters). Jan:39
Debt Counseling and Debt Consolidating; Charge Account with Option Terms. Jan:97
Can Revolving Become Installment Credit? Jan:106
Credit Checking Customers. Feb:102
Financing Agencies. Feb:104
May A Lay-Away Transaction Be Considered an Installment Sale? Feb:105
Truth - In - Lending Legislation Reintroduced. Mar:126
Financing Installment Business; Cost of Credit Accounts. Apr:-56
Truth - In - Lending Legislation. Apr:142
Military Stores Will Not Adopt Credit System. Apr:144
Department Store Traffic for a Quality Jeweler. May:61
Collecting from Credit Accounts. May:101
Common Courtesy Can Help Credit. May:108
Non-Jewelry Goods and the Jewelry-Store Image; How Customers Choose Their Jewelry Stores. Jun:70
Forecast for Christmas Selling: Rosy. Aug:110
Retail Jewelry Stores as "Special Purpose Businesses." Aug:150
Carrying Charges. Oct:112
Consumer Credit: The Great Debate Goes On. Nov:88
Tighter Bankruptcy Control (Letters). Dec:33

—D—

DESIGN

Jewelry

Antique Jewelry. Feb:66
Exciting New Fashions in Spring Jewelry. Feb:72
Costume Jewelry for Spring '63. Mar:74
Fancy-Cut Cascades of Diamond Flowers and Raindrops. Mar:-88
Tie Tacks—Tiny but Tremendous. May:70
Diamond Award Winners to Be Chosen. May:123
Graceful Flattery in Star Sapphire Jewelry. Jun:50
The "Mechanics" of Jewelry Design. Jun:91
Gold Jewelry — More Popular, More Fashionable. Directory:-224
East Meets West in Gold Jewelry. Aug:116
Diamonds Are Right, Day or Night. Aug:132
Sunshine and Seaspray in Diamonds. Aug:142
1963 Designs in Diamond Jewelry. Nov:68

Silver

It's Not What You Sell, But How You Sell It. Feb:114
Sterling Silversmiths Awards. Dec:94

Watches

Watch Styles for '63 Predicted by Helbros. Feb:128
Accent on Slimness in Watches. Jun:84
Croton Drops Chromium Plated Watch Case Line. Jul:101
Startling Changes Dramatize New Watches. Oct:78

Other Products

It's Not What You Sell, But How You Sell It. Feb:114
How Jewelers See the Clock Market. Nov:64
Clocks on the Move. Dec:38

DIAMONDS

Appraisal

Appraisals: Some Pros and Cons. Apr:68
New GIA Charts Show Diamond Price Rise. Nov:141

Cutting

For a Jeweler's Bookshelf. Directory:28
New Diamond Cut. Aug:107
Israel's Cut Diamond Exports to Reach $100 Million. Sep:164

If you want a word, turn to a dictionary. But if you want good ideas about any aspect of the jewelry business, turn to JEWELERS' CIRCULAR-KEYSTONE. JC-K's back issues are full of valuable, money-making information. Why not start your collection with this issue?

RECENT UPS AND DOWN IN DISCOUNT SELLING

Gem Cutters Threaten Strike. Nov:121

Industrial Stones

Wheel Makers Roundly Discuss Test Criteria. Nov:149

Jewelry

Antique Jewelry. Feb:66
Fancy-Cut Cascades of Diamond Flowers and Raindrops. Mar:-88
Some Fine Jewelry and Watch Departments with the AGS Look. Apr:126
Graceful Flattery in Star Sapphire and Diamond Jewelry. Jun:50
Men's Diamond Rings (Letters). Jul:30
Forecast for Christmas Selling: Rosy. Aug:110
East Meets West in Gold Jewelry. Aug:116
Ten Most-Asked Questions About Diamonds. Aug:126
Diamonds Are Right, Day or Night. Aug:132
Sunshine and Seaspray in Diamonds. Aug:142
Outside Salesmen That Specialize. Aug:174
The Psychology of Diamond Selling. Oct:82
1963 Designs in Diamond Jewelry. Nov:68

Merchandising

New Winston Director Is Sales Builder. Mar. 148B
Modern Professionalism in the Diamond Room and in the Design Salon. Apr:124
Sales of Rough Diamonds. May:-112
DeBeers Launches Ad Campaign in England. Jun:85
Jewelry Industry Sits for a Portrait. Directory:22
Married Couples Swell Ranks of Diamond Jewelry Buyers. Jul:40
Gurfein Says Diamonds Cost More in Europe. Jul:105
What's Happening in the Diamond Market? Aug:196
Report on the RJA Show. Sep:-166

Mining & Production

Ocean-Going Prospector Finds Vast Gem Deposit. Feb:133
Diamond-Dredging Texan Plagued by Russians. Jun:94
Diamonds from the Sea. Sep:88
DeBeers Resumes Mining at Kimberley. Nov:122
Prospectors to Seek Diamonds in England. Nov:145
Inside the Diamond Market. Dec:46

Technical

Ways of Detecting Coated Diamonds. May:66
Jewelry Industry Sits for a Portrait. Directory:22
Recent Diamond Irradiation Techniques. Dec:54

World Markets

Sale of Rough Gem and Industrial Diamonds Reached New High in 1962. Feb:122
The Antwerp Diamond Mart. Mar:90
Sales of Rough Diamonds. May:-112
DeBeers Launches Ad Campaign in England. Jun:85
Gurfein Says Diamonds Cost More In Europe. Jul:105
What's Happening in the Diamond Market? Aug:196
Sales of Rough Diamonds. Nov:-121
Inside the Diamond Market. Dec:46

DISCOUNT SELLING

Zale Wary of Leased Department Future. Jan:122
What Kind of "Pro" Are You? Feb:70
JC-K Retail Jewelers Panel Predicts 1963 Business Expectations. Mar:68
Bulova's Fight Against Price Cutters. May:111
Jewelry Industry Sits for a Portrait. Directory:22
Discounters Say Sales Will Increase in '63. Jul:104
Forecast for Christmas Selling: Rosy. Aug:110
Discounters Organize to Block Passage of Quality Bill. Aug:-194
Louisiana Jewelers Discuss Discounters. Aug:231
Shifting Patterns in Discounting (Editorial). Aug:266
Your Power in Today's Watch Market. Oct:74
FTC Issues Order on Deceptive Catalog Prices. Oct:132

DISPLAY

See "Manufacturers' News" in each of the 12 issues for new display units introduced by manufacturers.

In-Store

JC-K Retail Jewelers Panel Reports on China and Crystal for '63. Jan:46
A Success Story in Sterling Silver. Apr:98
The AGS Look in Jewelry Store Interiors. Apr:112
The AGS Look in Newly Designed Silverware and Chinaware Departments. Apr:120
Modern Professionalism in the Diamond Room and in the Design Salon. Apr:124
Some Fine Jewelry and Watch Departments with the AGS Look. Apr:126
AGS Look in Stationery and Gift Departments. Apr:128
Department Store Traffic for a Quality Jeweler. May:61
Imaginative Store Design at Neiman-Marcus. Jul:50
Lighting on a Human Level. Sep:92
Stress Fashion with Simple Dramatic Displays. Sep:155
Free-Floating Shadow Boxes. Sep:180
The Psychology of Diamond Selling. Oct:82
Creating a Distinctive Look. Dec:42
Account Openers Useless Without Correct Display. Dec:74

Window

Put Dan Cupid to Work in Your Windows. Jan:52
Windows That Tell the Quality Jewelry Store. Jan:54
Diamonds on Display Draw Crowds. Feb:78
Display Watches Out of Their Nests. Feb:82
Receiving Senior Girls at the Store. Feb:106
Lighter, Brighter Windows for Spring. Mar:84
Your Windows Can Sell Your Service Department. Apr:82
The AGS Look in Jewelry Store Exteriors. Apr:104
Gift-Giving Season Displays. May:78
Summer Display Motto: Always Merry & Bright. Jun:58
Smart Window Table Settings. Jul:56
Display Bridal Services Every Month. Aug:128
Outside Salesmen That Specialize. Aug:174
This Fall Stress Fashion in Jewelry Displays. Sep:100
Catering to the Campus. Sep:110
Hawaiian Jewelers Display Stuffed Animals and Gems. Sep:190
Old Symbols But New Materials. Oct:84
The Student Shopper. Oct:92
Give a Break to Lesser Lines. Nov:84
Window Display. Nov:90
Anniversaries Are Year-Round Sales Starters. Dec:61

—E—

ENGRAVING

For a Jeweler's Bookshelf. Directory:28
Catering to the Campus. Sept:-110

ETHICS IN BUSINESS

Repair Guarantees. Feb:48
What Kind of "Pro" Are You? Feb:70
JC-K Retail Jewelers Panel Predicts 1963 Business Expectations. Mar:68
Appraisals: Some Pros and Cons. Apr:68
Giving the Axe to Overhead Costs. May:64
Ways of Detecting Coated Diamonds. May:66
Whose Price Tags? Yours . . . or the Manufacturer's? Jun:-40
New FTC Rules May Doom Manufacturers' Pre-Ticketing. Jun:84
Jewelry Industry Sits for a Portrait. Directory:22
Why Jewelers Advertise and Where. Jul:48
NWJA Plans to Improve Wholesale Service. Jul:91
Forecast for Christmas Selling: Rosy. Aug:110
Holiday Desecration (Letters). Sept:62
JC-K Retail Jewelers Panel Speaks Out on Quality Stabilization. Sept:86
Mr. P.O.M.G.—Watch Repair Specialist. Sept:98
Report on the RJA Show. Sept:-166
A Salesman's Tribulations (Letters). Oct:44
The Psychology of Diamond Selling. Oct:82
FTC Issues Order on Deceptive Catalog Prices. Oct:132
Jewelers' Excise Liability. Nov:-122
Bulova Statement Sets High Dealer Standards. Nov:124
Are Repairs Worth While? (Letters). Dec:26
Tighter Bankruptcy Control (Letters). Dec:33
FTC Decisions Against Deceptive Catalog Prices. Dec:78
Southern Jeweler Works to End Racial Bias. Dec:95

EXPORTS

U. S. Jewelry Markers Plan for Hanover Fair. Mar:130
Frankovich Unveils Export Aid Plan at MJ&SA Show. Jun:92
Building Your Export Business. Directory:518
American Jewelry Makers Learn and Sell at Hanover Fair. Jul:93

—F—

FAIR TRADE

Bulova's Fight Against Price Cutters. May:111
Longines-Wittnauer Receives Injunction Against Discounter. Aug:192
Towle Silversmiths Wins Third Decree. Sept:162
Towle Granted Injunction. Nov:-121
Bulova vs. Discounters. Dec:78
Sheaffer Pen Granted Injunction. Dec:78

FASHION

Antique Jewelry. Feb:66
Exciting New Fashions in Spring Jewelry. Feb:72
Watch Styles for '63 Predicted by Helbros. Feb:128
Fancy-Cut Cascades of Diamond Flowers and Raindrops. Mar:-88
Tie Tacks—Tiny but Tremendous. May:70
Gold Jewelry — More Popular, More Fashionable. Directory:-224
Costume Jewelry Fashion Forecast. Jul:42
Diamonds Are Right, Day or Night. Aug:132
This Fall Stress Fashion in Jewelry Displays. Sept:100
Stress Fashion with Simple Dramatic Displays. Sept:155
Startling Changes Dramatize New Watches. Oct:78
1963 Designs in Diamond Jewelry. Nov:68
Clocks on the Move. Dec:38
Sterling Silversmiths Awards. Dec:94

FEDERAL TRADE COMMISSION

FTC Appoints Consumer Relations Representative. Jan:100
FTC Recommends Temporary Cease and Desist Order to 88th Congress. Feb:127
FTC Guides Against Deceptive Pricing Revised. Mar:126
FTC Closes Fiscal Year with 144 Jewelry Cases. Mar:148C
Whose Price Tags? Yours . . . or the Manufacturer's? Jun:-40
FTC Ruled on Cooperative Advertising. Jun:80
New FTC Rules May Doom Manufacturers' Pre-Ticketing. Jun:84
FTC Official Speaks at MJ&SA Show. Jun:92
No Co-Op Ads for Independents Says FTC. Jun:95
Arguments Presented for and Against Quality Stabilization. Jun:96
Jewelry Industry Sits for a Portrait. Directory:22
Witnesses Report on Pre-Ticketing to FTC. Jul:90
Better Business Bureaus Support "Guide Concept." Jul:90
Report on the RJA Show. Sept:-166
FTC Issues Order on Deceptive Catalog Prices. Oct:132
House Committee Reverses FTC Opinion of Co-Op Ads. Oct:-136
"Un-natural" Turquoise has FTC in Dilemma. Nov:121
Jewelers Stocking More Sell More. Dec:68
FTC Decisions Against Deceptive Catalog Prices. Dec:78

HOW TO APPLY PSYCHOLOGY TO DIAMOND SELLING

—G—

GEMSTONES

Cultured & Synthetics

See "State of the Jewelry Business" in each of the 12 issues for imports of imitation stones by value, monthly and cumulatively.
The True Story of Colorado Goldstone. Feb:90
Synthetic Corundum Is Subject to Excise Tax. Feb:138
Costume Jewelry for Spring '63. Mar:74
The Linde-Lechleitner Stone. Jul:52
"Un-natural" Turquoise has FTC in Dilemma. Nov:121
Jewelers Stocking More Sell More. Dec:68

Gemology

The Lapidaries of Kofu. Jan:60
"The Idol's Eye" Sold. Jan:114
Jewelry Through Periods of History. Feb:69
Ways of Detecting Coated Diamonds. May:66
Opal Digging 50 Feet Under Australia's Desert. Jun:54
For a Jeweler's Bookshelf. Directory:28
Spectrolite: New and Exciting Gemstone. Aug:138
Smithsonian to Receive "Most Precious" Jewel. Aug:232
Diamonds from the Sea. Sept:88
The Self-Made Gemologist; Starting a Gemological Bookshelf. Oct:88
A Gem Laboratory. Nov:80
"Gems: Their Sources, Descriptions and Identification." Nov:108
Recent Diamond Irradiation Techniques. Dec:54
"The Book of Agates." Dec:67

History

"The Idol's Eye" Sold. Jan:114
Antique Jewelry. Feb:66
Jewelry Through Periods of History. Feb:69
The True Story of Colorado Goldstone. Feb:90
A Treasure Trove of Crown Jewels. Apr:78
Crown of the Andes Up for Auction. Dec:85

Jewelry

See "They're New" in each of the 12 issues for new products.
Fancy-Cut Cascades of Diamond Flowers and Raindrops. Mar:88
East Meets West in Gold Jewelry. Aug:116
1963 Designs in Diamond Jewelry. Nov:68

Selling

Antique Jewelry. Feb:66
Appraisals: Some Pros and Cons. Apr:68
Modern Professionalism in the Diamond Room and in the Design Salon. Apr:124
Some Fine Jewelry and Watch Departments with the AGS Look. Apr:126
What's Happening in the Diamond Market? Aug:196
The Psychology of Diamond Selling. Oct:82

GIFTWARES

AGS Look in Stationery and Gift Departments. Apr:128
Brochure Lists Dutch Gift Sources in U. S. Jun:92
Forecast for Christmas Selling: Rosy. Aug:110
Stress Gifts for the Home. Aug:184
Unusual Items Unveiled at 39th Housewares Show. Aug:218
Teen-Agers' Christmas Gifts Provide Promotion Guide. Sept:202
Gift Shows Give Preview of Tableware Trends. Oct:121

GLASSWARE

See "They're New" and "Tabletop Fashions" in each of the 12 issues for new products.
JC-K Retail Jewelers Panel Reports on China and Crystal for '63. Jan:46
To Help Brides Select Their China, Crystal, Silver. Jan:50
These Tools Can Boost Your Dinnerware Sales. Jan:90
Receiving Senior Girls at the Store. Feb:106
It's Not What You Sell, but How You Sell It. Feb:114
Modern and Traditional Blend in New Tableware. Mar:120
AGS Look in Stationery and Gift Departments. Apr:128
Showmanship for Crystalware. Apr:130
Smart Window Table Settings. Jul:56
Push Status Symbols in Selling Dinnerware. Jul:82
Gift Shows Give Preview of Tableware Trends. Oct:121
Account Openers Useless Without Correct Display. Dec:74

GOLD

Jewelry

Antique Jewelry. Feb:66
Exciting New Fashions in Spring Jewelry. Feb:72
Some Fine Jewelry and Watch Departments with the AGS Look. Apr:126
Tie Tacks—Tiny but Tremendous. May:70
Where Jewelry Making Booms in Italy. May:74
Gold Jewelry—More Popular, More Fashionable. Directory:224
Forecast for Christmas Selling: Rosy. Aug:110
East Meets West in Gold Jewelry. Aug:116
1963 Designs in Diamond Jewelry. Nov:68
Legality of U. S. Gold Coins in Jewelry. Dec:90

As a Commodity

Gold Output Rose in 1962. Feb:124
Gold Mining Subsidy in the 88th Congress. Feb:127
Gold Producers Seek New Non-Jewelry Users. Feb:135
Jewelry Workers Fight Gold Legislation. Apr:144
Gold Prices Would Rise Under Proposed Laws. May:126
Industry Spokesmen to Testify on Gold Bills. Jun:85
Jewelry Industry Sits for a Portrait. Directory:22
Senate Hearings Spotlight Gold Bill. Aug:190
Revised Gold Bill. Nov:121

—I—

IMPORTS

Report on Watch Imports. Mar:134
Where Jewelry Making Booms in Italy. May:74
Brochure Lists Dutch Gift Sources in U. S. Jun:92
Report on Watch Movement Imports. Jul:102
What's Happening in the Diamond Market? Aug:196
Russian Imports Increase. Sep:162
Lowenstein Moves to Boost Stone Sales. Sep:202
U. S. Watch Sales Set Record in '62; Virgin Islands Increase Production. Oct:138
Edmund Blanc Heads Modern Distributors. Nov:142
Inside the Diamond Market. Dec:46

—J—

JEWELRY REPAIR & MODERNIZATION

Spot Plating. Jan:142
Refinishing Beads. Feb:168
Rhodium Plating; Polishing Amber. Mar:170
Solder Flux. Mar:172
The Facts About Tarnish. Apr:72
Oxidizing Gold Rings. Apr:186
Ways of Detecting Coated Diamonds. May:66
Soldering Pewter. May:150
Refurbishing Stained Marble; Cleaning Ivory Jewelry. Jun:118
For a Jeweler's Bookshelf. Directory:28
Use of Epoxy Glue. Aug:258
Filling School Ring Backs with Colored Plastic. Oct:173
Are Repairs Worth While? (Letters). Dec:26
Durability of Platinum and White Gold. Dec:113
Removing Mercury from Yellow and White Gold Rings. Dec:113

—L—

LAW SUITS

U. S. Time Corp. Files Suit Against Six Pa. Retailers. Feb:122
Bulova's Attack Against Below-Minimum Pricing Successful. Mar:126
Bulova Watch Co. Secures Another Injunction. Jun:80
Towle Silversmiths Wins Third Decree. Sep:162
Bulova vs. Discounters. Dec:78
Sheaffer Pen Granted Injunction. Dec:78

LAWS & REGULATIONS

National

A Question for the U. S. Court of Claims. Jan:64
Trademark Amendment Still Raises Questions. Jan:99
JITC Moves for Excise Tax Repeal. Jan:100
Can Revolving Credit Become Installment Credit? Jan:106
Jewelry Industry Bills Introduced in 88th Congress. Feb:126
Synthetic Corundum Is Subject to Excise Tax. Feb:138
What Is "Travel and Entertainment?" Mar:112
Truth-In-Lending Legislation Reintroduced. Mar:126
Quality Stabilization Bills Introduced. Mar:126
Senate Bill Offers Free Silver Market. Mar:132
Customs Halt Jeweled Beetles. Apr:65
Jewelry Workers Fight Gold Legislation. Apr:144
Jeweled Beetles. Apr:154
House Hears Testimony on Silver Bill; Federal Reserve Act May Be Amended. Apr:159
Round 1 in Excise Tax Repeal Campaign. Apr:164
Ways of Detecting Coated Diamonds. May:66
Quality Stabilization Support is Growing. May:111
IRS Gellman Ruling to Stand. May:111
Removal of Excise Tax on Silverplated Hollowware. May:112
Free Silver Bill Approved by House. May:118
Gold Prices Would Rise Under Proposed Laws. May:126
Whose Price Tags? Yours . . . or the Manufacturer's? Jun:40
FTC and Senate Rule on Cooperative Advertising. Jun:80
Customs Bureau Simplifies Tourist Deduction. Jun:80
New FTC Rules May Doom Manufacturers' Pre-Ticketing. Jun:84
No Co-Op Ads for Independents says FTC. Jun:95
Arguments Presented For and Against Quality Stabilization. Jun:96
President Signs Silver Bill. Jul:88B
Witnesses Report on Pre-Ticketing to FTC. Jul:90
Better Business Bureaus Support "Guide Concept." Jul:90
Watch Anti-Smuggling Bills Offered. Jul:97
JC-K Retail Jewelers Panel Speaks Out on Quality Stabilization. Sep:86
U. S. Retailers Protest Low Canadian Tourist Allowance. Sep:162
Report on the RJA Show. Sep:166
Criticism of Virgin Islands Imports Fails to Produce Revised Tariff Law. Sep:192
FTC Issues Order on Deceptive Catalog Prices. Oct:132
House Committee Reverses FTC Opinion on Co-Op Ads. Oct:136
Consumer Credit: The Great Debate Goes On. Nov:88
Revised Gold Bill. Nov:121
Tighter Bankruptcy Control (Letters). Dec:33
Industry Problems Aired at New England Meeting. Dec:89
Legality of U. S. Gold Coins in Jewelry. Dec:90
Many Protest Proposed Estate, Gift Tax Rules. Dec:90

State

Charge Account with Option Terms. Jan:97
Oneida Fair Trades Top Stainless Lines. Jan:121
Watch Companies Take Steps to Safeguard Minimum Prices. Feb:122
Bulova's Attack Against Below-Minimum Pricing Successful. Mar:126
Connecticut Jewelers Gird for Legislative Battles. May:114
Pennsylvania Law Governs Special Sales. Oct:154
New York False-Ad Law Aimed at Retailers. Nov:123
Bulova vs. Discounters. Dec:78

LECTURE MATERIAL

The Lapidaries of Kofu. Jan:60
The True Story of Colorado Goldstone. Feb:90

WHAT MANUFACTURERS OFFER TO HELP YOU SELL

The Antwerp Diamond Mart. Mar:90
A Treasure Trove of Crown Jewels. Apr:78
Sale of Watches Starts Sears, Roebuck & Co. May:59
Where Jewelry Making Booms in Italy. May:74
Opal Digging 50 Feet Under Australia's Desert. Jun:54
Active Bidding Keys Parke-Bernet Auction. Jun:89
Huge Dome to Enclose Siberian Mining Town. Jun:97
And Now, Dolls' Jewelry Gets Taxed! (Editorial). Jun:126
Jewelry Industry Sits for a Portrait. Directory:22
How the Jewelry Industry Council Works for You. Directory:40
"Cocoanut Pearls." Jul:37
The Linde-Lechleitner Stone. Jul:52
28 Jewelers Worth $1 Million or More. Jul:107
Forecast for Christmas Selling: Rosy. Aug:110
Ten Most-Asked Questions About Diamonds. Aug:120
Diamonds are Right, Day or Night. Aug:132
Spectrolite: New and Exciting Gemstone. Aug:138
Smithsonian to Receive "Most Precious" Jewel. Aug:232
Diamonds from the Sea. Sep:88
Watch Out for Those Rockhounds. Sep:194
Report on the IGJA Show. Sep:-166
Tiffany in the 1960's. Oct:72
The Self-Made Gemologist: Starting a Gemological Bookshelf. Oct:88
Moscow's "Beryozka" Jewelry Store. Oct:90
Speidel Corp. Makes Medical Idents. Oct:150
Breguet Watch Brings Record Price in London. Oct:159
Diamond Studded Circular Saws. Nov:61
Not Silk But Platinum. Nov:78
DeBeers Resumes Mining at Kimberley. Nov:122
Storage of Silver. Nov:124
Inside the Diamond Market. Dec:46
Recent Diamond Irradiation Techniques. Dec:54
Crown of the Andes Up for Auction. Dec:85
Legality of U. S. Gold Coins in Jewelry. Dec:90
Longines Precision Times 105 MPH Comet. Dec:93

LEASED DEPARTMENTS

Westhall Co. Buys 17 Leased Departments. Oct:140
Medco Marks Rapid Leased Unit Growth. Oct:153
Kay Stores' Profits Rise in '63: Leased Department Future in Doubt. Nov:128

LIGHTERS

Japanese Produce 18K Gold Cigarette Lighter. May:57
Quality Image for Japan's Lighter Makers. May:120
Ronson Appliance Meet. Sep:198

LUGGAGE

See "Manufacturers' News" and "They're New" in each of the 12 issues for new products and promotions.

Give A Break to Lesser Lines. Nov:84

—M—

MANUFACTURERS

Costume Jewelry

Exciting New Fashions in Spring Jewelry. Feb:72
Costume Jewelry For Spring '63. Mar:74
Heitlinger Predicts Sales Upturn This Fall. Jun:87
Costume Jewelry Fashion Forecast. Jul:42
Coro Launches Effort to Boost Sales. Jul:96

Rings & Other Jewelry

Oscar Heyman & Brothers Celebrates Golden Anniversary. Feb:136
Traub Reports Record Sales. Mar:128
Marchal to Reproduce World's Fair Unisphere. Mar:141
Larter & Sons Shifts Sales Representation. Apr:153
J. R. Wood & Sons Promotes "Tropic Star." May:120
Wells Mfg. Co. to Build New Plant. May:125
Walter Karlan Elected President of Karlan & Bleicher. Jul:93
Anson Breaks Ground for New Plant. Jul:103
Du Boyes Will Market Schiaparelli Designs. Jul:107
Ad Campaign to Spur Keepsake Sales. Aug:198
Close Look at J. R. Wood's Desert Star. Aug:202
Schick Salesmen Briefed. Aug:-202
Lady Elgin Diamond Rings (Letters). Sept:62
Lady Elgin Ring Display. Sept:-191
J. R. Wood Ad Mats. Sept:193
Diamond Trade-Ups Key Columbia's Fall Drive. Sept:196
Goldcraft Studio, Inc., Offers New Services. Sept:196
Diffraction Co. Forms Jewelry Subsidiary. Sept:207
Michael Tancer Elected President of Coro, Inc. Oct:134
Artcarved Commercial Recordings. Oct:143
Joffee Buys Gold Line from Heusch-Bennett. Oct:158
Jewelers Stocking More Sell More (Linde Stars). Dec:68
I. Roskin Co., Inc., to Mark Golden Anniversary. Dec:89
Orange Blossom Sales Outrun Production. Dec:93

Silverware

Oneida Fair Trades Top Stainless Lines. Jan:121
International Revamps Executive Lineup. Jan:124
Oneida Dinner Honors Long-Time Employees. Feb:135
Reed & Barton Salutes Southern Belles. Mar:154
New Routes to Profit in the Bridal Market. May:105
Hubert L. Balme, Oneida Exec., Retires. May:115
Sam Zickerman Elected at W & S Blackinton. May:118
Gorham's Norton Dies. May:123
Community Silverplate Contest Winners. May:125
Gorham Gift for Governor Gomez. Jul:100
McCluskey to Design Fair's Silver Exhibit. Jul:101
Gorham Corp. Chairman Retires. Jul:101
Oneida Silver Niblick Tournament Award. Aug:194
Oneida Clan Gathers at Family Meeting. Aug:206
Getman Named to Top Gorham Post. Aug:229
Stress Fashion with Simple Dramatic Displays. Sept:155
Wallace Color-Clad Hollowware Exhibit. Sept:191
International Acquires Lyon Stainless Line. Oct:144
Towle Granted Injunction. Nov:-121
Oneida Tower Planned for Niagara Falls. Nov:133
Account Openers Useless Without Correct Display. Dec:74
Norwegian Silver Makes World's Fair Souvenir. Dec:83
Watches, Silverware, Shavers and China: Sales and Earnings Up for Most Makers. Dec:94

Watches & Clocks

Roamer-Medana Watch Corp. Reorganized. Jan:121
Watch Companies Take Steps to Safeguard Minimum Prices. Feb:122
Benrus Buys Maker of Missile Parts. Feb:128
Bulova's Attack Against Below-Minimum Pricing Successful. Mar:126
Cut-Out Ads' Success Stressed by Helbros. Mar:148D
Waltham's Million Dollar Salesmen. Mar:148D
Timex Sales Soared. Mar:151
Vantage Denies Use of Russian-Made Parts. Apr:147
Hamilton to Expand Non-Watch Production. Apr:148
Bulova Honors Top Salesmen. Apr:149
Wyler's Merchandising Program. Apr:159
Bulova's Fight with Price Cutters. May:111
Bulova Joins Pittsburgh Promotion. May:121
Elgin National Watch Opens Assembly Plant. May:121
Elgin Experts Meet Local Watch Groups. Jun:87
Bulova's Phototimer Helps Sports Judges. Jun:96
Benrus Vice President Presents Retailer Aids. Jun:97
Witnesses Report on Pre-Ticketing to FTC. Jul:90
Enicar at the Basle Fair. Jul:96
Croton Drops Chromium Plated Watch Case Line. Jul:101
Longines Timers Record Pan-Am Games. Jul:107
Langendorf Now Lanco Watch Inc. Jul:107
Longines-Wittnauer Receives Injunction Against Discounter. Aug:192
Mount Everest Problem Solved at Hamilton Watch. Aug:206
Smith Metal Arts to Represent Secticon. Aug:208
"Parade of Time" Joins Chicago Planetarium. Aug:210
Growth Spurs Move by Croton Watch Co. Aug:225
Holzer's Fall Sales Session. Aug:230
Bulova Plugs Quality at Sales Meeting. Aug:234
Steven is Sole Seller of Baume & Mercier Line. Aug:243
Benrus Pretty Girl Department. Sept:183
Bulova Sports Timers. Sept:191
Hamilton Timekeepers. Sept:191
Sheffield Corp.'s "Time-Aire." Sept:193
Croton Cites Celebrities with Interesting Wrists. Sept:195
Pro Football is Theme of Hamilton TV Effort. Sept:196
Elgin National Buys Helbros Watch Co. Sept:201
Wyler Directors Elect. Sept:211
Startling Changes Dramatize New Watches. Oct:78
Bulova Boosts Efforts in Far Eastern Markets. Oct:147
Schulz Watches Opens Fifth Avenue Factory. Oct:152
How Jewelers See the Clock Market. Nov:64
Bulova Statement Sets High Dealer Standards. Nov:124
Bulova Plans 24th Retail Management Course. Nov:136
Bulova Wins Award. Nov:136
Morgan Smith Heads Jules Racine & Co. Nov:143
Clocks on the Move. Dec:38
Bulova vs. Discounters. Dec:78
U. S. Representative Named for Secticon. Dec:82
Elgin Honors Koufax. Dec:84
Ingraham Breaks Ground for Plant. Dec:84
Benrus Honors Beauties. Dec:91
Longines Precision Times 105 MPH Comet. Dec:93
Watches, Silverware, Shavers and China: Sales and Earnings Up for Most Makers. Dec:94

Other Products

China Maker Compares Buyers. Jan:112
Schick Predicts High Shaver Sales in 1963. Feb:133
Speidel Unveils Spring Line. Feb:149
Kreisler's Springtime Lighter Preview. Mar:141
Ad Budget Up for Amity Leather Products. Mar:148B
Schick Increases Advertising Outlay. Apr:148
Schick's New Shaver Maker. Apr:155
Japanese Produce 18K Gold Cigarette Lighter. May:57
Gibson Sales Staff Completes Sales Training Course. May:-116
Quality Image for Japan's Lightermakers. May:120
Mill Boosts Improved Strip Metal Capacity. Jun:92
Golden Shield's 500,000th Radio. Jul:92
85-Flag Salute Marks Parker's 75th Year. Jul:96
Scripto's Times Square Display. Jul:100
Quality Pen Users Prefer Cartridge Fill. Jul:105
Handy & Harman Opens New Plant Near Chicago. Jul:106
W. C. Boots Controls Foster Metal Products. Jul:107
Record Year Forecast for Transistor Radios. Aug:195
Sel-Rex Cited for Furthering Research. Aug:206
"3" is Lucky Number for L & R Mfg. Co. Aug:210
Sheaffer in 50th Year, Still Growing. Aug:223

Ever get one of those nightmares? You're the top jeweler in town and you're standing up to give a talk before a group of local VIPs. But you don't know what to talk about! Relax. Read JC-K. Month after month the magazine provides you with top-flight information of interest to the public.

ARE YOU MAKING THE MOST OF YOUR WATCH POTENTIAL?

Golden Shield Shavers Only for Jewelers. Aug:229
Golden Roof for the Golden Key. Sept:190
H. Sweet Plant Marks Seven Years of Growth. Sept:192
Ronson Appliance Meet. Sept:-198
Sony Corp. Asks Viewers to Criticize TV. Sept:201
Parker Pen Makes 50 Millionth Unit. Sept:203
Rolf's New Showroom. Sept:203
Gift Shows Give Preview of Tableware Trends. Oct:121
Speidel Corp. Makes Medical Idents. Oct:150
Towle Granted Injunction. Nov:-121
Common Stock Listing Sought by Sel-Rex. Nov:133
Plastics Maker Produces Stain-Resistant Dinnerware. Nov:-142
New Name for Pen and Pencil Association. Dec:78
Shaeffer Pen Granted Injunction. Dec:78
Sel-Rex Common Stock Listing is Approved. Dec:83
Speidel Corp. Notes Growth. Dec:84
Findings Manufacturer Names New President. Dec:85
Schick Plant in Canada Starts Production. Dec:93
Watches, Silverware, Shavers and China: Sales and Earnings Up for Most Makers. Dec:94
Dennison Promotes H. C. Weeks. Dec:100
Elmer Riley Takes Over Barrow's Sales. Dec:105

MEN'S JEWELRY

Tie Tacks—Tiny but Tremendous. May:70
Gift-Giving Season Displays. May:78
Men's Diamond Rings (Letters). Jul:30
Married Couples Swell Ranks of Diamond Jewelry Buyers. Jul:-40

MERCHANDISING TECHNIQUES

A Salesman Speaks Out (Letters). Jan:39
Zale Wary of Leased Department Future. Jan:122
What Kind of "Pro" Are You? Feb:70
JC-K Retail Jewelers Panel Predicts 1963 Business Expectations. Mar:68
The Jeweler In Transition. Mar:78
Appraisals: Some Pros and Cons. Apr:68
A Success Story in Sterling Silver. Apr:98
Modern Professionalism in the Diamond Room and in the Design Salon. Apr:124
Brand Name Retailer of the Year Honored. Apr:142
Military Stores Will not Adopt Credit System. Apr:144
Department Store Traffic for a Quality Jeweler. May:61
Giving the Axe to Overhead Costs. May:64
Tiffany Expansion Plan. May:-120
Whose Price Tags? Yours . . . or the Manufacturer's? Jun:-40
How Outside Exhibits Promote Sales for Zale's. Jun:48
New FTC Rules May Doom Manufacturers' Pre-Ticketing. Jun:84
Tiffany's Second Branch Will Open in Houston. Jun:97
Jewelry Industry Sits for a Portrait. Directory:22
Building Your Export Business. Directory:518
Married Couples Swell Ranks of Diamond Jewelry Buyers. Jul:-40
Why Jewelers Advertise and Where. Jul:48
Imaginative Store Design at Neiman-Marcus. Jul:50
Push Status Symbols in Selling Dinnerware. Jul:82
Witnesses Report on Pre-Ticketing to FTC. Jul:90
NWJA Plans to Improve Wholesale Service. Jul:91
Ten Most-Asked Questions About Diamonds. Aug:120
Retail Jewelry Stores as "Special Purpose Businesses." Aug:150
Stress Gifts for the Home. Aug:-184
What's Happening in the Diamond Market? Aug:196
Shifting Patterns in Discounting (Editorial). Aug:266
JC-K Retail Jewelers Panel Speaks Out on Quality Stabilization. Sept:86
Mr. P.O.M.G.—Watch Repair Specialist. Sept:98
Catering to the Campus. Sept:-110
Sales Problems: What to Say. Sept:114
Tiffany in the 1960's. Oct:72
Your Power in Today's Watch Market. Oct:74
The Student Shopper. Oct:92
FTC Issues Order on Deceptive Catalog Prices. Oct:132
Nine Jewelry Chains Pool Buying Power. Oct:134
Medco Marks Rapid Leased Unit Growth. Oct:153
How Jewelers See the Clock Market. Nov:64
Mr. TV's Selling Art. Nov:76
Market Expert Urges Better Retail Services. Nov:117
Kay Stores' Profits Rise in '63; Leased Department Future in Doubt. Nov:128
Clocks on the Move. Dec:38
Gordon Jewelry Corp. Growth. Dec:80

—P—

PEARLS

See "State of the Jewelry Business" in each of the 12 issues for imports of cultured pearls by value, monthly and cumulatively.

See "They're New" and "Manufacturers' News" in each of the 12 issues for new products and promotions.

Cultured & Synthetics

A Look at Pearls: Declining Imports and Rising Prices. Jun:-88
Jewelry Industry Sits for a Portrait. Directory:22
Aussie Cultured Pearls Grow Larger, Faster. Jul:98
New Kind of Pearl Bows in Great Britain. Jul:101
Japanese Cultured Pearl Industry. Nov:121
Duty on Natural and Cultured Pearls. Dec:78

Gemology

For a Jeweler's Bookshelf. Directory:28
"Cocoanut Pearls." Jul:37

Jewelry

East Meets West in Gold Jewelry. Aug:116

Selling

D'Elia Forecasts 1963 Pearl Prices. Feb:131
Honora Jewelry Shifts from Pix to Pearls. Jun:86
Jewelry Industry Sits for a Portrait. Directory:22
Imperial Pearl Unveils New Merchandising Plan. Aug:231
Japanese Cultured Pearl Industry. Nov:121
Duty on Natural and Cultured Pearls. Dec:78

PENS & PENCILS

85-Flag Salute Marks Parker's 75th Year. Jul:96
Tilt-Top Pen Display at Times Square. Jul:100
Quality Pen Users Prefer Cartridge Fill. Jul:105
Sheaffer in 50th Year, Still Growing. Aug:223
Parker Pen Makes 50-Millionth Unit. Sep:203
New Name for Pen and Pencil Association. Dec:78

PEOPLE

Ben Feit Honored at Dinner. Jan:104
Saul Blitz Heads Cultured Pearl Firm. Jan:104
Golden Circle Honors Eight Past Presidents. Jan:106
Gordon Corp. Names Directors. Jan:110
F. Remington Ballou Named JBT Director. Jan:112
R. Harvey Whidden of Bulova Receives Poor Richard Club Award. Jan:116
24K Club of New York Elects Officers. Jan:116
A. Cohen & Sons Names Director of Operations. Jan:118
Zale's Board Elects New Advisory Director. Jan:126
Jerry Winston Elected Vice-President of Harry Winston, Inc. Feb:124
Tobias Stern, Jacques Kreisler Pres., Honored. Feb:126
Japanese Honor American Trade Group. Feb:131
Costume Jewelry Board Presents Awards. Feb:138
Paul W. Monohon, B. A. Ballou Exec., Dies. Feb:148
RJA Names Directors. Mar:129
JC-K's Horological Editor Visits Switzerland. Mar:141
WMDAA Directors Honor Edward Kurtz. Mar:144
Robert H. Leach, Retired Handy & Harman Exec., Dies. Mar:-148A
New Winston Director Is Sales Builder. Mar:148B
Helbros Honors Bettinger. Mar:-148D
Waltham's Million Dollar Salesmen. Mar:148D
Brand Name Retailer of the Year Honored. Apr:142
Window Display Contest Winner Named. Apr:148
Bulova Honors Top Salesmen. Apr:149
Zale Realigns Top Management Positions. Apr:150
Hubert L. Balme, Oneida Exec., Retires. May:115
Grandson of Founder Heads Helzberg Chain. May:116
Sam Zickerman Elected at W & S Blackinton. May:118
J. E. Caldwell President Marks 50th Year With Company. May:121
Gorham's Norton Dies. May:123
Community Silverplate Contest Winners. May:125
Shelton Elected at Bailey, Banks & Biddle. May:139
R. Eckstein Appointed to Key Job at Besco. May:139
AWI Directors Name Hugh Wales As New Executive Head. Jun:86
Hays, Homer and Green Promoted at Caldwell's in Philadelphia. Jun:87
Abe Whitman Joins Benrus $20 Million Club. Jun:97
Jewelry Industry Sits for a Portrait. Directory:22
The Industry's Leaders — Who They Are and What They Do. Directory:34
Walter Karlan Elected President of Karlan & Bleicher. Jul:93
Edmund Mayo, Gorham Chairman, Retires. Jul:101
Barnett Robinson Named to Arbitration Panel. Jul:106
Kirschner New Lanco Vice-President. Jul:109
Shubin Resigns from Keystone Camera to Form Own Business. Aug:206
Gottlob Armbrust Honored. Aug:227
Getman Named to Top Gorham Post. Aug:229
Kahn-Oppenheimer Jewelers Present Gifts to Miss Washington. Oct:132
Thomas A. Fernley, III Joins Fernley and Fernley. Oct:134
Michael Tancer Elected President of Coro, Inc. Oct:134
Charles H. Church Dies, Newark Manufacturer. Oct:140
Jewelers Sales Group Elects Harry Auerbach. Oct:152
Robinson Executive Takes Leave of Absence. Oct:163
Pennsylvania Jeweler Performs Public Service. Nov:123
Bob Marcus Dies; With JC-K 30 Years. Nov:124
Barker Helps RJA Work with State Affiliates. Nov:132
Woman Elected New York's Chief Watchmaker. Nov:133
Dallas Dinner Honors Bulova's "Mr. Big T." Nov:136
Aron Gordon Honored. Nov:139
Edmund Blanc Heads Modern Distributors. Nov:142
Morgan Smith Heads Jules Racine & Co. Nov:143
Chicago Diamond Dealer Honored in Jerusalem. Nov:143
Adolph Kaufmann, Founder of Kay Chain, Dies. Dec:81

How much is an idea worth? Twenty dollars . . . two diamond sales . . . a new life for your business? It's different for each individual. But everyone agrees ideas are good and new ideas are the stuff that makes business grow. If you read JC-K you get fresh ideas each month.

PLANNING TO MOVE YOUR STORE? LEARN HOW TO DO IT RIGHT

New AWI President Speaks of Trade Links. Dec:83
Jewelry Manufacturer Honored at ADL Dinner. Dec:89
Southern Jeweler Works to End Racial Bias. Dec:95
Dennison Promotes H. C. Weeks. Dec:100
Elmer Riley Takes Over Barrow's Sales. Dec:105

PLATINUM METALS

See "State of the Jewelry Business" in each of the 12 issues for prices of silver, platinum, palladium and iridium each month and comparison with one year earlier.
Platinum Sales Dropped in 1962. Feb:124
Platinum and Palladium Prices Cut. May:124
Jewelry Industry Sits for a Portrait. Directory:22
Platinum Price Up and Down Again. Oct:146
1963 Designs in Diamond Jewelry. Nov:68
Not Silk But Platinum. Nov:78

PROMOTIONS

See "Manufacturers' News" in each of the 12 issues.

Anniversary

Gift-Giving Season Displays. May:78
Father's Day Sales High. Sep:-164
Anniversaries Are Year-Round Sales Starters. Dec:61

Contests

Magazine Number Contests. Mar:46
20 Finalists Vie for Brand Name Honors. Mar:148C
Diamond Award Winners to Be Chosen. May:123
Community Silverplate Contest Winners. May:125
Croton Cites Celebrities with Interesting Wrists. Sep:195
Sony Corp. Asks Viewers to Criticize TV. Sep:201
1963 Designs in Diamond Jewelry. Nov:68
Sterling Silversmiths Awards. Dec:94

General

What Kind of "Pro" Are You? Feb:70
Siloam Springs' Jewelry Show. Feb:86
Receiving Senior Girls At the Store. Feb:106
Sarett Recounts JIC Holiday Promotion. Feb:143
The Jeweler In Transition. Mar:78
Reed & Barton Salutes Southern Belles. Mar:154
Jewelers Cite Unusual Business Boosters. Jun:89
How the Jewelry Industry Council Works for You. Directory:-40
Ad Budgets Hit Peak in Spring and Fall. Aug:144
The "Why" of Year-Round Advertising. Aug:169
Cartier Ad Budget Up. Aug:198
Imperial Pearl Unveils New Merchandising Plan. Aug:231
Mr. P.O.M.G. — Watch Repair Specialist. Sep:98
Texas State Fair. Sep:162
Your Power in Today's Watch Market. Oct:74
Mr. TV's Selling Art. Nov:76
Three Million View Efforts at Texas State Fair. Dec:82

Products

Watchmakers Hail Bay Area Promotion. Jan:112
Watchmakers of Switzerland Produce "Guide to Watch Quality." Mar:148A
Basle Watch Fair Scheduled. Apr:162
Bulova Joins Pittsburgh Promotion. May:121
Coro Launches Effort to Boost Sales. Jul:96
Watchmaker Promotions. Jul:-106
Ad Campaign to Spur Keepsake Sales. Aug:198
How Jewelers See the Clock Market. Nov:64
Give A Break to Lesser Lines. Nov:84
Account Openers Useless Without Correct Display. Dec:74

Seasonal

Put Dan Cupid To Work in Your Windows. Jan:52
JIC to Use Seventeen in Spring Promotion. Jan:118
Exciting New Fashions in Spring Jewelry. Feb:72
Costume Jewelry for Spring '63. Mar:74
Sterling Silversmiths Plan "Girl Graduate Promotion." Mar:-141
Don't Miss Spring's Promotion Possibilities. Apr:138
Easter Elegance. Jul:100
JC-K Retail Jewelers Panel Reports on May Sales. Jul:103
Forecast for Christmas Selling: Rosy. Aug:110
There's A Rosy Hue in the Crystal Ball (Editorial). Aug:-266
Teen-Agers' Christmas Gifts Provide Promotion Guide. Sep:202
Old Symbols but New Materials. Oct:84
The Student Shopper. Oct:92
JIC Spurs Holiday Sales with Record Promotions. Oct:132

Wedding

These Tools Can Boost Your Dinnerware Sales. Jan:90
New Routes to Profit in the Bridal Market. May:105
Display Bridal Services Every Month. Aug:128

PUBLIC RELATIONS

See "Manufacturers' News" in each of the 12 issues for public relations campaigns instituted by manufacturers.
The Jeweler In Transition. Mar:78
Our Prices Are Competitive. Mar:80
Appraisals: Some Pros and Cons. Apr:68
Department Store Traffic for a Quality Jeweler. May:61
Giving the Axe to Overhead Costs. May:64
New Routes to Profit in the Bridal Market. May:105
Common Courtesy Can Help Credit. May:108
How Outside Exhibits Promote Sales for Zale's. Jun:48
Melart Jewelers Sponsors TV Broadcast on Gemstones. Jun:87
How The Jewelry Industry Council Works For You. Directory:40
Mr. P.O.M.G.—Watch Repair Specialist. Sep:98
A Salesman's Tribulations (Letters). Oct:44
Tiffany in the 1960's. Oct:72
Mr. TV's Selling Art. Nov:76
Try Making Friends with the Man Behind the Dollar. Nov:-92

PURCHASES & MERGERS

Zale Acquires Florida Chain. Jan:103
Cartier Sold. Jan:103
Black, Starr & Frost Closed. May:111
Tiffany Expansion Plan. May:-120
Clare Richter Opens Plush New York Store. May:123
Jensen Re-Opens Former Black, Starr Branches. Jun:94
Tiffany's Second Branch Will Open in Houston. Jun:97
Lambert Brothers Move to Madison Avenue Salon. Aug:229
Westhall Co. Buys 17 Leased Departments. Oct:140
Gordon Jewelry Corp. Growth. Dec:80
Jewel Box Announces '64 Expansion Plans. Dec:83

Manufacturers

Three English Silversmiths Merge. Jan:100
Four Swiss Watch Firms Merge. Feb:128
Benrus Buys Maker of Missile Parts. Feb:128
Two Firms Form Belove & Arienti Watch Case Co., Inc. Jul:93
Asta King Industries Acquires Chambers Corp. Jul:103
Boston-Based Company Buys Whiting & Davis. Jul:107
Ellis Silver Co. and Barker Bros. Silver Reorganize. Aug:-190
Elgin National Watch Buys Helbros Watch Co. Sep:201
Tela-Time Acquires Modern Tool & Supply. Oct:136
International Acquires Lyon Stainless Line. Oct:144
Spiral Metal Expands, Buys Kastenhuber Plant. Oct:144
Joffee Buys Gold Line from Heusch-Bennett. Oct:158
Allison-Kaufman Buys W. F. Sebel Co. Nov:139
Accurate Supply Buys Lieberman Material. Dec:82

—Q—

QUALITY STABILIZATION

Quality Stabilization in the 88th Congress. Feb:126
MJ&SA Decides to Back Quality Stabilization. Feb:149
Quality Stabilization Bills Introduced. Mar:126
Quality Stabilization Generates Enthusiasm. Apr:142
Quality Stabilization Support Is Growing. May:111
Arguments Presented For and Against Quality Stabilization. Jun:96
Jewelry Industry Sits for a Portrait. Directory:22
Progress on Quality Stabilization. Jul:88B
Quality Stabilization Supported at NWJA Convention. Jul:91
WMDAA Endorses Quality Bill. Jul:99
Quality Bill Passes House Committee. Aug:194
JC-K Retail Jewelers Panel Speaks Out on Quality Stabilization. Sep:86
Senate Hearings on Quality Stabilization Scheduled. Sep:-162
Report on the RJA Show. Sep:-166
Foes of Quality Stabilization Meet. Oct:130
Vicious Attack on Quality Stabilization Charged. Nov:124
Industry Problems Aired at New England Meeting. Dec:89

—R—

RADIOS, TV, PHONOGRAPHS AND TAPE RECORDERS

Record Year Forecast for Transistor Radios. Aug:195
A. Cohen & Sons to Distribute Radio Line. Aug:208

—S—

SALARIES & WAGES

Giving the Axe to Overhead Costs. May:64
Minimum Wage Schedule for Virgin Islands. May:112

SALES TRAINING

Watchmakers of Switzerland Produce "Guide to Watch Quality." Mar:148A
Panel Discussion Ends Bulova-NYU Course. Apr:157
Giving the Axe to Overhead Costs. May:64
When the Customer Asks "How Much?" Jun:76
Push Status Symbols in Selling Dinnerware. Jul:82
NWJA Plans to Improve Wholesale Service. Jul:91
Ten Most-Asked Questions About Diamonds. Aug:120
Job Training Program (Letters). Sept:58
Mr. P.O.M.G.—Watch Repair Specialist. Sept:98
Sales Problems: What to Say. Sept:114
Stress Fashion with Simple Dramatic Displays. Sept:155
Tiffany in the 1960's. Oct:72
The Psychology of Diamond Selling. Oct:82
The Self-Made Gemologist: Starting a Gemological Bookshelf. Oct:88
The Student Shopper. Oct:92
How Jewelers See the Clock Market. Nov:64
A Gem Laboratory. Nov:80
Try Making Friends with the Man Behind the Dollar. Nov:-92
Sales Tips for Christmas Rush. Nov:109
Market Expert Urges Better Retail Services. Nov:117
Bulova Plans 24th Retail Management Course. Nov:136
Management Course Begins. Dec:78

SCHOOLS

NYU Seminar to Stress "Practical Know-How." Jan:116
GIA Offers Resident Gem, Jewelry Course. Feb:133
AWI Issues Course Guide to Watchmaker Training. Feb:-136
Panel Discussion Ends Bulova-NYU Course. Apr:157
Report on AGS Conclave. May:-122
Mechanics Institute in New York Award Winners. Jun:-91
Catering to the Campus. Sept:-110
Trade Extension Course offered. Oct:130

A CHECK-LIST TO PRUNE OVERHEAD COSTS

Bulova Plans 24th Retail Management Course. Nov:136
Management Course Begins. Dec:78

SCIENTIFIC & TECHNICAL DEVELOPMENTS

Radium-Dial Pocket Watches Banned. Jan:100
The Swiss Electric Watch, Part III. Jan:138
Diamond Evaluating Machine. Feb:63
Electronic Accounting. Feb:76
Ocean-Going Prospector Finds Vast Gem Deposit. Feb:133
Gold Producers Seek New Non-Jewelry Users. Feb:135
Collision in Space Forms Tiny Diamonds. Feb:148
Watches for Divers. Mar:65
The Facts About Tarnish. Apr:-72
Punch-Card Inventory Ups Profits, Cuts Costs. Apr:74
Atomic Clock. Apr:155
Ways of Detecting Coated Diamonds. May:66
Report on AGS Conclave. May:-122
Elgin Experts Meet Local Watch Groups. Jun:87
Huge Dome to Enclose Siberian Mining Town. Jun:97
The Linde-Lechleitner Stone. Jul:52
Research Problems Discussed by GIA. Jul:93
Aussie Cultured Pearls Grow Larger, Faster. Jul:98
New Kind of Pearl Bows in Great Britain. Jul:101
Airless and Scratchless Watches. Aug:107
New Diamond Cut. Aug:107
New Ways to Clip Crooks. Aug:-114
Spectrolite: New and Exciting Gemstone. Aug:138
A Transistorized Clock. Aug:254
Diamonds from the Sea. Sept:88
Watch Out for Those Rockhounds. Sept:104
The Semca Transistorized Balance Clock. Sept:222.
Fast Method of Making Synthetic Diamonds and Beryl. Oct:71
European Plant Producing Synthetic Industrial Diamonds. Oct:71
Speidel Corp. Makes Medical Idents. Oct:150
Borland Watch Grading System Dominates Wisconsin Convention. Oct:151
The Semca Transistorized Balance Clock, Part II. Oct:170
Precious Metal Asteroids. Nov:-61
Not Silk but Platinum. Nov:78
A Gem Laboratory. Nov:80
DeBeers Resumes Mining at Kimberley. Nov:122
Plastics Maker Produces Stain-Resistant Dinnerware. Nov:-142
The Smiths Sectronic Clock. Nov:158
Clocks on the Move. Dec:38
Inside the Diamond Market. Dec:46
Recent Diamond Irradiation Techniques. Dec:54
Longines Precision Times 105 MPH Comet. Dec:93
The Capacitor's Role in Timepieces. Dec:110

SHAVERS

Schick, Inc., Increases Advertising Outlay. Apr:148
Schick's New Shaver Maker. Apr:155
Unusual Items Unveiled at 39th Housewares Show. Aug:218
Golden Shield Shavers Only for Jewelers. Aug:229
Schick Plant in Canada Starts Production. Dec:93

SILVER

GENERAL

Silver Prices Up in '63. Feb:122
Repeal of the Silver Purchase Act in the 88th Congress. Feb:127
Handy & Harman Reports Silver Prices Will Increase. Feb:145
Senate Bill Offers Free Silver Market. Mar:132
House Hears Testimony on Silver Bill; Federal Reserve Act May Be Amended. Apr:159
Silver Could Reach $1.50 Per Ounce. May:112
Free Silver Bill Approved by House. May:118
Senate Okays Silver Bill. Jun:-80
Jewelry Industry Sits for a Portrait. Directory:22
President Signs Silver Bill. Jul:-88B
Futures Quotes Push Silver to $1.29; Handy & Harman Predicts Stable Market. Aug:232
User Buys Silver From Treasury. Oct:130
Storage of Silver. Nov:124

STERLING

JC-K Retail Jewelers Panel Reports on China and Crystal for '63. Jan:46
To Help Brides Select Their China, Crystal, Silver. Jan:50
New Sterling Patterns. Feb:50
Receiving Senior Girls At the Store. Feb:106
It's Not What You Sell, But How You Sell It. Feb:114
Sterling Silver Flatware Prices Increase. Feb:122
Modern and Traditional Blend in New Tableware. Mar:120
The Facts About Tarnish. Apr:-72
A Success Story in Sterling Silver. Apr:98
The AGS Look in Newly Designed Silverware and Chinaware Departments. Apr:120
Don't Miss Spring's Promotion Possibilities. Apr:138
New Routes to Profit in the Bridal Market. May:105
Flatware Pattern Directory, 1963. Directory:43
Report on the RJA Show. Sep:-166
Market Expert Urges Better Retail Services. Nov:117

Platedware

Plated Hollowware Tax Exemption in the 88th Congress. Feb:127
Removal of Excise Tax on Silverplated Hollowware. May:-112
Sam Zickerman Elected at W & S Blackinton. May:118
Flatware Pattern Directory, 1963, Directory:43

SMUGGLING

Watch Anti-Smuggling Bills Offerred. Jul:97

STAINLESS STEEL TABLEWARE

U.S. Tariff Commission Reports on Stainless Steel Flatware. Jan:102
Oneida Fair Trades Top Stainless Lines. Jan:121
New Routes to Profit in the Bridal Market. May:105
Flatware Pattern Directory, 1963. Directory:43

STATIONERY

AGS Look in Stationery and Gift Departments. Apr:128

STORE MANAGEMENT

Accounting & Finance

Electronic Accounting. Feb:76
Financing Agencies. Feb:104
Financing Installment Business; Cost of Credit Accounts. Apr:56
Punch-Card Inventory Ups Profits, Cuts Costs. Apr:74
Giving the Axe to Overhead Costs. May:64
Collecting from Credit Accounts. May:101
Common Courtesy Can Help Credit. May:108
Delinquency Assessments. Jun:-71
For a Jeweler's Bookshelf. Directory:28
Firm Studies Jewelers' Money Worries. Jul:101
Retail Jewelry Stores As "Special Purpose Businesses"; Excise Tax on Collections. Aug:-150
Consumer Credit. The Great Debate Goes On. Nov:88
Jeweler's Excise Liability. Nov:-122

Buying

Unordered Merchandise. Feb:50
Nine Jewelry Chains Pool Buying Power. Oct:134
Canadian Jewelry Code May Discourage Crooks. Nov:123

Employee Relations

What Is "Travel and Entertainment?" Mar:112
Jewelry Workers Strike for One Week. Mar:149
New Ways To Clip Crooks. Aug:114
Mr. P.O.M.G. — Watch Repair Specialist. Sept:98
The Psychology of Diamond Selling. Oct:82

Inventory

Punch-Card Inventory Ups Profit, Cuts Costs. Apr:74
A Success Story in Sterling Silver. Apr:98
Giving the Axe to Overhead Costs. May:64
JC-K Retail Jewelers Panel Reports on Sales Volume. May:-125
Whose Price Tags? Yours . . . or the Manufacturer's? Jun:40
New FTC Rules May Doom Manufacturers' Pre-Ticketing. Jun:84
Witnesses Report on Pre-Ticketing to FTC. Jul:90
Credit Jewelry Store Turnover. Aug:150
Report on the RJA Show. Sept:-166
How Jewelers See the Clock Market. Nov:64
Clocks on the Move. Dec:38
Jewelers Stocking More Sell More. Dec:68

Pricing

Against List Prices (Letters). Jan:40
What Kind of "Pro" Are You? Feb:70
JC-K Retail Jewelers Panel Predicts 1963 Business Expectations. Mar:68
Our "Plus Tax" Prices Are Competitive. Mar:80
Things You Can Do to Increase Turnover. Mar:110

Other

Who Should Pay Shipping Costs? Feb:50
Unordered Merchandise. Feb:50
Electronic Accounting. Feb:76
Things You Can Do to Increase Turnover. Mar:110

—T—

TARIFFS

Value Determination on Virgin Islands Products. Apr:144
Virgin Islands Watch Production. Apr:146
Tariff Action Needed on Virgin Islands Jewelry Production. Apr:148
Boggs Bill Would Amend Tariff Law for Antiques. Apr: 163
Criticism of Virgin Islands Imports Fails to Produce Revised Tariff Law. Sep:192
Duty on Natural and Cultured Pearls and Diamonds. Dec:78

TAXES

Excise

See "State of the Jewelry Business" in each of the 12 issues for amount of excise taxes collected, quarterly and cumulatively, and comparison with the previous year.
Why Tax Necessities? (Letters). Jan:40
A Question for the U.S. Court of Claims. Jan:64
JITC moves for Excise Tax Repeal. Jan:100
Pricing Jewelry With Federal Tax Included. Feb:102
Congressional Feeling Toward Business Tax Relief Tested. Feb:122
Retail Excise Tax Relief in the 88th Congress. Feb:126
Time: A Luxury? Mar:46
JC-K Retail Jewelers Panel Predicts 1963 Business Expectations. Mar:68
Our "Tax Plus" Prices Are Competitive. Mar:80
JITC Drives to Repeal Retail Excise Tax. Mar:128
Jewelry Excise Revenue for Fiscal 1964 Estimated. April:142
Round 1 in Excise Tax Repeal Campaign. Apr:164
The Tax Repeal Effort Starts (Editorial). Apr:192
Removal of Excise Tax on Silverplated Hollowware. May:-112
Round 2 in Excise Tax Repeal Drive. May:114
What You Can Do—For Excise Tax Repeal (Editorial). May:-158
Effort of Every Jeweler Needed to win Excise Tax Relief. Jun:80
JITC Continues Fight for Excise Tax Repeal. Jun:85
And Now, Dolls' Jewelry Gets Taxed! (Editorial). Jun:126
Jewelry Industry Sits for a

THE TEEN-AGER: HOW GREAT A CREDIT RISK?

Portrait. Directory:22
Federal Excise Tax Climbs as Retail Jewelry Sales Increase. Directory:32
NJWA Convention Supports Excise Tax Repeal. Jul:91
Excise Tax on Collections. Aug:-150
Ways and Means Tax Bill Omits Excise; Industry Repeal Efforts Turn to Senate. Aug:228
JITC Reports "Positive Gains" in Excise Tax Repeal Fight. Sep:184
A Letter to President Kennedy: End the Tax, Create More Jobs (Editorial). Sep:232
Jewelers' Excise Liability. Nov:-122
"Nobody Has Spoken to Me About the Jewelry Tax" (Editorial). Nov:168
JITC Directors Meet, Map Senate Strategy. Dec:81
U.S. Needs $2 Billion? Repeal Excise Taxes! Dec:91

Other

Congressional Feeling Toward Business Tax Relief Tested. Feb:122
What Is "Travel and Entertainment?" Mar:112
Tax Regulations on Entertainment. May:112
Many Protest Proposed Estate, Gift Tax Rules. Dec:90

TEEN-AGE MARKET

Exciting New Fashions in Spring Jewelry. Feb:72
Teen-Age Credit. Feb:103
Receiving Senior Girls At the Store. Feb:106
Catering to the Campus. Sep:110
Teen-Agers' Christmas Gifts Provide Promotion Guide. Sep: 202
The Student Shopper. Oct:92

TRADEMARKS

Trademark Amendment Still Raises Questions. Jan:99
Trademark Identification Law in the 88th Congress. Feb:127

TRADE SHOWS

See "Coming Events" in each of the 12 issues for dates and locations of national and state trade shows.
It's Not What You Sell, But How You Sell It. Feb:114
'64 RJA Show Will Be at New York Hilton. Feb:128
Report on Atlantic City China and Glass Show. Mar:120
Washington New Site of AWI Congress. Mar:129
U.S. Jewelry Makers Plan for Hanover Fair. Mar:130
UJS Bureau Expands Credit Services. Mar:148A
All Are Invited to MJ&SA Exposition. Mar:148B
Exhibitors Sign Up for Texas Jewelers Fair. May:112
Report on AGS Conclave. May:-122
Exhibit Space Expanded for '63 RJA Show. Jun:91
Selling Theme Keynotes MJ&SA Show. Jun:92
Micro Congress Cancelled. Jul:-88B
Jewelers Set for Gala '63 RJA Show. Jul:90
American Jewelry Makers Learn and Sell at Hanover Fair. Jul:93
Enicar at the Basle Fair. Jul:96
More Exhibitors Sign Up for California Show. Jul:97
McCluskey to Design Fair's Silver Exhibit. Jul:101
Christmas Preview at the Waldorf. Aug:122
New York China & Glass Show. Aug:184
Italian Jewelry Exhibited at RJA Show. Aug:195
Jewelry Groups Plan Joint Show. Aug:195
Unusual Items Unveiled at 39th Housewares Show. Aug:218
Texas State Fair. Sep:162
Report on the RJA Show. Sep:-166
Busy Show; New RJA Leader Elected. Sep:178
Swiss World's Fair Display. Sep:184
Optimism Evident at California Show. Sep:195
Southern Jewelry Show Attracts 2000. Sep:197
Gift Shows Give Preview of Tableware Trends. Oct:121
Dallas Show Termed Most Successful. Oct:148
Jewelers Fair Effort Expected to Boost Sales. Oct:149
Market Expert Urges Better Retail Services. Nov:117
Pacific Show Joins '63 Record-Breakers. Nov:139
Southern Jewelers Plan 1964 Show. Nov:143
Account Openers Useless Without Correct Display. Dec:74
UJS Attendance Record. Dec:78
Three Million View Efforts at Texas State Fair. Dec:82

—V—

VIRGIN ISLANDS

Virgin Islands Import Duty in the 88th Congress. Feb:127
New Value Determination on Virgin Islands Products. Apr:-144
Virgin Islands Watch Production. Apr:146
Vantage Denies Use of Russian-Made Parts. Apr:147
Virgin Islands Jewelry Production. Apr:148
Minimum Wage Schedule for Virgin Islands. May:112
Watches Worth More Than Rum in Rapidly Growing Virgin Islands Industry. Jun:93
Jewelry Industry Sits for a Portrait Directory:22
Virgin Islands Industry (Letters). Jul:30
Russian Imports Increase. Sep:-162
Criticism of Virgin Islands Imports Fails to Produce Revised Tariff Law. Sep:192
Virgin Islands Increase 1962 Production. Oct:138

—W—

WATCHES

See "They're New" and "Manufacturers' News" in each of the 12 issues for new products and promotions.

Electric & Electronic

The Swiss Electric Watch, Part III. Jan:138
The Timex Electric. Feb:164; Part II, Mar:166
Report on Watch Imports. Mar:-134
Watch Which Works on Principle of a Radio. Apr:67
Sparking: Its Causes and Cures. Apr:182
Relay Circuits & Generator Pendulums Reduce Wear and Tear. May:146
Electronic Valves Provide the Answer to Spark Suppression. Jun:114
The Transistor and Electrical Watches. Jul:124
The Capacitor's Role in Timepieces. Dec:110

Horology

For a Jeweler's Bookshelf. Directory:28
Airless and Scratchless Watches. Aug:107
Breguet Watch Brings Record Price in London. Oct:159

Repairing & Servicing

Repair Guarantees. Feb:48
Cleaning Watches. Mar:170
Your Windows Can Sell Your Service Department. Apr:82
Giving the Axe to Overhead Costs. May:64
Water-Filled Watch. Aug:258

Selling

Radium-Dial Pocket Watches Banned. Jan:100
Watchmakers Hail Bay Area Promotion. Jan:112
Display Watches Out of Their Nests. Feb:82
JC-K Retail Jewelers Panel Predicts 1963 Business Expectations. Mar:68
Some Fine Jewelry and Watch Departments with the AGS Look. Apr:126
Virgin Islands Watch Production. Apr:146
Watches Worth More Than Rum in Rapidly Growing Virgin Islands Industry. Jun:93
Jewelry Industry Sits for a Portrait. Directory:22
Forecast for Christmas Selling: Rosy. Aug:110
Steven is Sole Seller of Baume & Mercier Line. Aug:243
Your Power in Today's Watch Market. Oct:74
Startling Changes Dramatize New Watches. Oct:78
U.S. Watch Sales Set Record in '62. Oct:138
Watch Exports from Switzerland. Nov:121

WATCHMAKERS & WATCHMAKING

See "Workshop Questions and Answers" and "Collectors Corner" in each of the 12 issues.
Repair Guarantees. Feb:48
JC-K's Horological Editor Visits Switzerland. Mar:141
Melancholy Watchmaker. Apr:44
Sparking: Its Causes and Cures. Apr:182
Relay Circuits & Generator Pendulums Reduce Wear and Tear. May:146
For a Jeweler's Bookshelf. Directory:28
The Transistor and Electrical Watches. Jul:124
New York Horological Society Becomes AWI Affiliate. Aug:190
Historic Town Clock Smashed. Aug:231
Texas Watchmakers Elect. Aug:-233
A Transistorized Clock. Aug:-254
Mr. P.O.M.G. — Watch Repair Specialist. Sep:98
The Semca Transistorized Balance Clock. Sep:222
The Semca Transistorized Balance Clock, Part II. Oct:170
The Smiths Sectronic Clock. Nov:158
The Capacitor's Role in Timepieces. Dec:110

Tools and Equipment

C. & E. Marshall Co. Introduces Ultrasonic Watch Cleaning Machine. Mar:148B
Giving the Axe to Overhead Costs. May:64
For a Jeweler's Bookshelf. Directory:28
"3" Is Lucky Number for L & R Mfg. Co. Aug:210
Testing Procedure for Waterproof Watches. Sep:225

WHOLESALERS

See "Manufacturers' News" in each of the 12 issues for new wholesalers' catalogs and additions to their lines.
A. Cohen & Sons Holds Annual Dinner Meeting. Feb:149
Stein & Ellbogen Marks 86th Year. Apr:154
NWJA Plans to Improve Wholesale Service. Jul:91
Business Prospects: Fall and Christmas (Editorial). Jul:136
A. Cohen & Sons to Distribute Radio Line. Aug:208
Duraffourg, Zweigart Head New Corporation. Oct:147
UJS Attendance Record. Dec:78
Accurate Supply Buys Lieberman Material. Dec:82

WORLD'S FAIR

Jewelry Makers Pool World's Fair Efforts. Nov:140
Norwegian Silver Makes World's Fair Souvenir. Dec:83

A news story has five parts: what, when, where, how and why. Any publication can list the first three, but JC-K digs deeper, adds the how and the why. Whether it's a story on the Virgin Islands watch industry or one on diamond prices, JC-K gives you the real news.